



CONVENTION AND VISITORS AUTHORITY



REGULAR MEETING OF THE BOARD OF DIRECTORS
MARCH 10, 2009
MINUTES

The Regular Meeting of the Board of Directors of the Las Vegas Convention and Visitors Authority was held the 10th day of March 2009 at the Las Vegas Convention Center, 3150 Paradise Road – Las Vegas, Nevada. This meeting had been properly noticed and posted in compliance with the “Nevada Open Meeting Law”.

OPENING CEREMONIES

CALL TO ORDER

Chair Oscar Goodman called the meeting to order at 9:00 a.m. A quorum of the members was present at roll call.

Table listing attendees and their status: Mr. Charles Bowling, Commissioner Tom Collins, Mayor James Gibson (Arrived after roll call), Mayor Oscar Goodman, Mayor Susan Holecheck, Mr. Tom Jenkin (Absent), Ms. Kara Kelley (Absent), Mayor Michael Montandon, Mr. Scott Nielson, Councilman Mike Pacini, Mr. Andrew Pascal, Mayor Pro Tem Gary Reese (Absent), Mr. Keith Smith (Absent), Commissioner Lawrence Weekly (Arrived after roll call).

Table listing LVCVA Executive Staff in Attendance: Rossi Ralenkotter, President/CEO; Terry Jicinsky, Acting Senior Vice President of Operations Division; Cathy Tull, Acting Senior Vice President of Marketing Division; Luke Puschnig, Esq., Legal Counsel; Brenda Siddall, Vice President of Finance.

Table for INVOCATION and FLAG SALUTE: Pastor Bob Cassels - Shadow Hills Baptist Church presented the invocation. The Flag Salute followed the invocation.

APPROVAL OF THE AGENDA / MINUTES

APPROVAL OF THE AGENDA and APPROVAL OF THE MINUTES: Rossi Ralenkotter informed the Board that the March 10, 2009 Agenda was in order for approval as well as the minutes of the February 10, 2009 Regular Meeting of the Board of Directors.

Member Mike Pacini moved and it was carried by unanimous vote of the eight members present to approve the March 10, 2009 agenda as well as the minutes of the February 10, 2009 Regular Meeting of the Board of Directors as presented.

**PRESENTATIONS**

50<sup>TH</sup> ANNIVERSARY  
OF THE LAS VEGAS  
CONVENTION  
CENTER

“Golden Moments”

The Las Vegas Convention Center is celebrating its 50<sup>th</sup> Anniversary in 2009. Staff presented a brief video of the historical moments of the Las Vegas Convention Center featuring Lou LaPorta, who served on the Board of Directors between 1963-1969.

This is an information item. No Board action required.

**MEMBER LAWRENCE WEEKLY ENTERED THE MEETING.**

ECONOMIC IMPACT  
SERIES

Presentation by  
*Applied Analysis*  
(Fourth in a series)

*Applied Analysis* was retained by the LVCVA to review and analyze the economic impact associated with its operations and Southern Nevada’s tourism industry. Mr. Jeremy Aguero, Principal at *Applied Analysis*, presented a PowerPoint illustrating the tourism industry’s contribution to Clark County school construction. This is the fourth in a series of briefs by *Applied Analysis*.

This is an information item. No Board action required.

**STAFF REPORTS**

**MARKETING DIVISION**

**MEMBER JAMES GIBSON ENTERED THE MEETING.**

LAS VEGAS  
EVENTS

- American Fastpitch Association “Border Wars”
- Mesquite Classic Nights

The American Fastpitch Association “Border Wars” softball tournament will host teams from Nevada, Utah, Colorado and Arizona with an expected attendance of 1,692 attendees with approximately 1,260 out-of-town visitors generating an estimated non-gaming economic impact of \$146,160. This is the first year Mesquite will host this tournament.

Mesquite Classic Nights is a continuation of events promoted by *Las Vegas Crusin*, a classic car production company based in Las Vegas. This event is expected to draw 1,482 attendees to Mesquite, with approximately 600 out-of-town visitors, generating an estimated economic impact of \$70,000.

Fiscal Impact:

FY 2009 Estimated Expenditures:

American Fastpitch Association “Border Wars”	\$ 6,900
Mesquite Classic	<u>22,000</u>
Total	<u>\$28,900</u>

These events have been approved by the Mesquite Resort Association and the Las Vegas Events Board.

**Member Tom Collins moved and it was carried by unanimous vote of the ten members present to approve the distribution of funds to Las Vegas Events in the total amount of \$28,900 to fund the American Fastpitch Association Border Wars (Fastpitch Softball Tournament), June 5-7, 2009 (\$6,900), and the Mesquite Classic Nights (Classic Car Show) June 26-28, 2009 (\$22,000).**

**MARKETING DIVISION (Continued)**

CONVENTIONS AND  
MEETINGS  
MARKETING  
AND  
PUBLIC RELATIONS  
CAMPAIGN  
ACTION PLAN

Staff presented a PowerPoint summary of the current LVCVA marketing and public relation initiatives for the conventions and meetings markets. This presentation also included a brief video of one of the many television news programs reporting on the numerous cancellations of meetings and conventions to the Las Vegas destination over the past 90 days: 340 group cancellations; 236,700 room nights; an estimated 111,800 visitors; and lost non-gaming economic impact of \$131,600,000.

This is an information item. No Board action required.

**EXECUTIVE DIVISION**

LVCVA BUDGET  
AND STATISTICAL  
REPORT

Internal policies require that interim financial reports, which permit comparison of recorded transactions and account balances with the approved budget, be prepared and distributed to the Board of Directors on a monthly basis. The *Las Vegas Convention and Visitors Authority Budget And Statistical Report For The Period Ending January 31, 2009* was presented to the Board for their review. Vice President of Finance Brenda Siddall highlighted a few key issues from the report.

This is an information item. No Board action required.

PARTIAL  
SUSPENSION OF  
STAGE 1 OF THE  
MASTER PLAN  
ENHANCEMENT  
PROGRAM

Vice President of Finance Brenda Siddall reported that declining revenue streams have been closely monitored and have been met with corresponding expenditure controls. These diminishing revenues in the current year will have a negative impact on subsequent forecasts. That impact has been assessed, particularly against the fiscal year 2010 and fiscal year 2011 budgets. Current action must be taken to ensure adequate reserves are maintained in future years in compliance with the Nevada Revised Statutes guidance and LVCVA policy.

Opportunities to reduce future years' budget goals are inadequate without impacting the marketing and advertising strategies needed to fulfill the LVCVA's mission. One of the decisions which will have a longer horizon, and will not impact the LVCVA mission, is to suspend components of the Las Vegas Convention Center Master Plan Enhancement Program ("MPEP") renovations which have not been started, deferring the need to take on additional debt at this time. The suspension will not include design work and current projects under construction.

Mr. Terry Miller, *HNTB Architects*, briefed the Board on the critical infrastructure projects within the MPEP that have been completed and those projects that are currently underway.

Staff recommended the Board approve suspension of the MPEP renovations which have not been started, and to reassess the economy and LVCVA's capacity to resume the renovation project in the second quarter of 2010.

**Following the discussion, Member Michael Montandon moved and it was carried by unanimous vote of the members present to approve a partial suspension of Stage 1 of the Las Vegas Convention Center Master Plan Enhancement Program renovation project and to reassess the economy and LVCVA's capacity to resume the renovation project in the second quarter of 2010.**

### **EXECUTIVE DIVISION (Continued)**

#### **LEGAL COUNSEL'S REPORT**

Legal Counsel Luke Puschnig reported that on September 16, 2008, the Las Vegas Convention and Visitors Authority was sued by Ms. Esperanza Tafallo for alleged personal injuries as a result of an alleged incident involving a fork lift on August 1, 2007. Under threat of a Motion for Summary Judgment, the LVCVA has been successful in getting the Plaintiff to dismiss the LVCVA from the action.

### **COMMITTEES**

#### **AUDIT COMMITTEE REPORT**

President Rossi Ralenkotter reported that the Audit Committee met on February 10, 2009 and reviewed the following reports:

- A. Internal Auditor's Report
- B. Audit Committee Charter Questions/Management's Response

(No Board action required on items A and B.)

#### C. Audit Committee Charter

President Rossi Ralenkotter reported that the Audit Committee discussed the Audit Committee Charter and there was only a minor change within the Charter. Board approval was requested.

**Member Tom Collins moved and it was carried by unanimous vote of the members present to approve the modification to the Audit Committee Charter.**

#### D. Selection of Independent Audit Firm

Vice President of Finance Brenda Siddall reported that the Audit Committee approved the reappointment of the firm of *Piercy, Bowler, Taylor & Kern* as the independent audit firm for fiscal year 2009 at a fee of \$38,700. Board approval was requested.

Members Lawrence Weekly and Michael Montandon disclosed that the firm of *Piercy, Bowler, Taylor & Kern* handled their campaigns. Oscar Goodman said that he has the same disclosure and has been advised that this does not preclude them from voting on this item.

**Member Tom Collins moved and it was carried by unanimous vote of the members present to approve the reappointment of *Piercy, Bowler, Taylor & Kern* as the independent audit firm for fiscal year 2009 at a fee of \$38,700.**

### **DIRECTORS' COMMENTS**

Member Mike Pacini discussed the recent Tourism Summit in Boulder City.

Chair Oscar Goodman asked staff to update the Board on the interview process regarding the proposed contract with R&R.

Terry Jicinsky reported that staff is in the process of summarizing those conversations and researching the full spectrum of options. Staff anticipates they will be prepared to make a presentation to the Board in April. Chair Oscar Goodman requested that staff invite R&R to make a presentation at the April Board meeting and be available for questions or comments that the Board may have at that time.

### COMMENTS FROM THE FLOOR BY THE PUBLIC

*Items raised under this portion of the Agenda cannot be deliberated or acted upon until the notice provisions of the Nevada Open Meeting Law have been met.*

- Mr. Cedric Crear, President of Crear Creative Group, referred to the LVCVA's Advertising Contract saying that there are a lot of tier-two dollars that could go to local minority-owned companies, and that they are a MBE certified representative company that would love to be a part of the process for the LVCVA.
- Mr. Shaundell Newsome, President of Newsome Marketing Enterprises, and a member of the *100 Black Men of Las Vegas* organization, requested that even with the great outreach plan that the LVCVA has, the Board should consider their firms and what they can do to expand LVCVA's resources.
- Mr. Ted Russell, Resident of the City of Las Vegas, offered his opinion on the economic recovery of Las Vegas.

### ADJOURNMENT

There being no further business to come before the Board of Directors, Chair Oscar Goodman adjourned the meeting at 10:13 a.m.

Respectfully submitted,

Date Approved: April 14, 2009

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Carol Fergen  
Executive Assistant to the Board

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Oscar Goodman  
Chair